

CHAS. F. LUMMIS,
300 East Ave 43,
Los Angeles, Cal.

December 13, 1923.

For 38 years I have been trying to save the old, old Spanish songs of the Southwest, and have collected a great many. They were never published, but they were never forgotten. They are rapidly disappearing - the very people who have largely forgotten them!

Messrs. Sherman, Clay & Co.,
Kearny & Sutter Sts.
San Francisco, Calif.

Gentlemen: Attention Mr. E. P. Lincoln.

According to our former correspondence I am sending you under another cover copy of my "Spanish Songs of Old California", which you wish to consider for jobbing purposes.

I am not at all anxious to have the book go into the hands of dealers; for it leaves practically no profit for me. I have sat in my chair and sold 1600 copies, nearly all at retail; and can continue my mail business for a long time to come.

However, I shall be interested to consider any proposition from you. I find that to preserve these songs of California is a most important and of real music - I must publish them myself.

Sincerely yours,

Within a few weeks my "Spanish Songs of Old California" (First Book) will be on the market, with 14 typical songs. I am making this venture in the belief that these songs deserve both historical and musical to be saved from oblivion - and that they are really needed in our day.

I must depend almost wholly on subscription, and hope that this First Book may meet a welcome which will enable me to issue further books of about a dozen songs each, until we shall have preserved at least a reasonable representation of that quaint, genuine and fascinating folk song which flourished in the Patriarchal days of California "Before the Gringo Came."

I enclose blanks and will be grateful for any subscription you may be willing to make for yourself and to secure among your friends. What better for Christmas and New Year gifts?

Always Your Friend,

Please ship via } Mail
Express

San Francisco

MAR 10 1924

10 Spanish songs of old California A. Farwell song coll.

NOTICE! When a number follows title
be sure to put it on upper left
hand corner of music ordered

Form No. 2 Sheet Music --2-24

Sherman  Clay & Co.

Per



THIS SIDE OF CARD IS FOR ADDRESS

C. F. Lummis

Los Angeles,

California.

200 East ave., 43

Messrs. Sherman, Clay & Co.
Music Dealers,
San Francisco, Calif.

Gentlemen:

As per your post-card order, I have instructed my
printers to deliver to you 7 copies of "Spanish Songs of Old
California".

Invoice enclosed.

It seems to me you ought to be able to sell a very large
number in San Francisco, which is about the only California city
of any size which is left Californian. The Book is already in
its Third Edition, though only six weeks off the press.

Sincerely Yours,

October 31, 1923.

Sherman Clay & Company,
Kearny & Sutter Streets,
San Francisco, Cal.

Attention Mr. E.P.Linte.

Dear Mr. Linte:

Thank you for yours of the 26th inst.
I will send you a copy of "Spanish Songs of Old California" as soon as it is off the press - which will be in about three weeks.

After you have examined it, I shall be glad to have you carry out your suggestion of writing me further regarding a jobbing proposition.

It may interest you to know that the first edition of a thousand copies is practically all subscribed for now, and that I shall no doubt have to run a second edition before the first is distributed.

Very truly yours,

CFL/R

PUBLISHERS AND JOBBERS
OF
SHEET MUSIC, BOOKS,
BAND AND ORCHESTRA MUSIC

LARGEST AND MOST COMPLETE
GENERAL STOCK OF MUSIC
IN THE WEST

CABLE ADDRESS
"SHERMCLAY"
A.B.C. AND BENTLEY CODES

Sherman Clay & Co.

KEARNY AND SUTTER STREETS

TELEPHONE SUTTER 6000

SAN FRANCISCO



October Twenty Sixth
Nineteen Twenty Three

Chas. F. Lummis,
200 East Ave. 43,
Los Angeles, Calif.

Dear Mr. Lummis,- If you will be so kind
as to send me a copy of SPANISH SONGS OF CALIFORNIA
I will be very glad to write you further regarding a
Jobbing proposition.

Sincerely yours,
SHERMAN CLAY & CO.

Per,

E. P. Luntz -

EPL:AA:

October 22, 1923.

Sherman, Clay & Company,
Corner Kearney & Sutter,
San Francisco, Cal.

Gentlemen:

Attention Mr. Little.

Answering yours of the 18th, concerning my
"Spanish Songs of Old California."

I am publishing this myself, and do not wish
to surrender my privileges in this territory. I know
your house, of course, of old, and would be very glad
of dealings with it. I feel, however, that the 50%
discount is all I can afford and presume you would not
be able to job it under these circumstances.

But I shall be very glad to have you handle
it in your establishment, and think you will find it
an important number.

Sincerely yours,.

CFB/R

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TELEPHONE SUTTER 6000

SAN FRANCISCO



October Eighteenth
Nineteen Twenty Three

Chas. F. Lumnis,
200 East Ave. 43,
Los Angeles, Calif.

Dear Sir,- The enclosed circular has just been handed to me and I am writing to inquire whether or not you would be interested in having a Trade Distributor for your book "Spanish Songs of Old California". At the present time we have several traveling men on the road besides having the largest jobbing business in the West, and I am wondering if we cannot make some arrangement that will be to our mutual advantage.

Kindly let me hear from you.

Sincerely yours,
SHERMAN CLAY & CO.

E. P. Little

EPL:AA: